

## CLAIMS

We claim:

1. An automated system for tracking user response to content, comprising:
  - a. a platform for presenting a plurality of activities related to said content to users, said platform including a database for storing said content;
  - b. a presentation/interaction functionality adapted to permit a user to input user demographic data and engage in said activities from said platform; and
  - c. a processing functionality adapted to cooperate with said presentation/interaction functionality to store, process, and provide information to and receive information from said presentation/interaction functionality.
2. The system as set forth in Claim 1 wherein said database comprises an activity code assigned to each of said activities.
- 15 3. The system as set forth in Claim 1 wherein said processing functionality tracks and records said activities engaged in by said user.
- 20 4. The system as set forth in Claim 3 wherein said processing functionality is adapted to combine said activities and said activity codes of said activities engaged in by said user with said user demographic data.

5. The system as set forth in Claim 4 wherein said database is adapted to cooperate with said processing functionality to store information about said activities engaged in by said user and said user demographic data.

5 6. The system as set forth in Claim 5 further comprising a reporting communications functionality adapted to inform third parties of said activities engaged in by said user and said user demographic data.

7. The system as set forth in Claim 3 wherein said database comprises a point value  
10 associated with each of said activities.

8. The system as set forth in Claim 7 wherein said point values associated with said activities are based on an effort ranking.

15 9. The system as set forth in Claim 7 wherein said point values associated with said activities are based on a commitment level ranking.

10. The system as set forth in Claim 7 wherein said point values associated with each of said activities can be controlled.

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11. The system as set forth in Claim 7 wherein said processing functionality tracks and records said points awarded said user for engaging in said activities.

12. The system as set forth in Claim 11 wherein said database is adapted to cooperate with said processing functionality to store information about said points awarded said user for engaging in said activities.
- 5 13. The system as set forth in Claim 12, further comprising an auction engine which is adapted to cooperate with said platform and said presentation/interaction functionality to conduct an auction for premiums and receive user bids of points for said premiums made by said user interacting with said presentation/interaction functionality.
- 10 14. The system as set forth in Claim 13 wherein said auction can be controlled at least by adjusting the time period in which the auction occurs.
- 15 15. The system as set forth in Claim 14 wherein said auction can be controlled at least by adjusting the minimum or maximum bids for said premium.
16. The system set forth in Claim 13 wherein activities in said auction are assigned activity codes for tracking by said processing functionality and reporting by said reporting communications functionality.
- 20 17. The system as set forth in Claim 1, wherein said platform is a web site.
18. An automated system for aggregation of data about user response to content, comprising:

- a. a platform including a database for storing user information;
- b. an affiliate presentation/interaction functionality including an interface adapted for cooperation with said platform, said affiliate presentation/interaction functionality adapted to receive user requests for activities related to said content and to permit a user to input user demographic data;
- c. a delivery platform adapted to cooperate with said platform and said affiliate presentation/interaction functionality to receive said user requests for activities, said affiliate presentation/interaction functionality adapted to present a plurality of activities related to said content to users and allow said users to engage in said activities;
- d. a processing functionality adapted to cooperate with said affiliate presentation/interaction functionality to store, process, and provide information to and receive information from said affiliate presentation/interaction functionality and to track and record said activities engaged in by said user; and
- e. a reporting communication functionality adapted to inform third parties of said activities engaged in by said user and said user demographic data.

19. The system as set forth in Claim 18 wherein said database comprises activity codes assigned to each of said activities.

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20. The system as set forth in Claim 19 wherein said processing functionality is adapted to combine said activity codes of said activities engaged in by said user with said user demographic data.

21. The system as set forth in Claim 20 wherein said database comprises a point value associated with each of said activities.

5 22. The system as set forth in Claim 21 wherein said processing functionality tracks and records said points awarded said user for engaging in said activities.

23. The system as set forth in Claim 22 wherein information about said points accumulated by said user is stored on said platform.

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24. The system as set forth in Claim 23 further comprising an auction engine which is adapted to cooperate with said platform to conduct an auction for premiums and receive user bids of points for said premiums made by said user.

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25. An automated system for collecting relevant information about user response to content and providing incentive for users to engage in activities related to said content, comprising:

- a. a platform for presenting a plurality of activities related to said content to users, said platform including a database for storing said content;
- 20 b. a presentation/interaction functionality adapted to permit a user to input user demographic data and engage in said activities from said platform, each of said activities associated with a point value awarded to said user for engaging in said activity;

- c. a processing functionality adapted to cooperate with said presentation/interaction functionality to store, process, and provide information to and receive information from said presentation/interaction functionality; and
- d. an auction engine adapted to conduct an auction for premiums and receive user bids  
5 of points for said premiums made by said user interacting with said presentation/interaction functionality.

26. The system set forth in Claim 25 wherein said activities include at least downloading content, streaming files, reviewing artists, reviewing tracks, rating artists, rating tracks,  
10 joining an artist fan club, participating in surveys, purchasing merchandise, logging on, sending e-mail, listening to electronic radio stations, entering a code from a scratch off coupon, participating in an auction, reading news, conducting a search, accessing an artist concert calendar, accessing information about an artist, and accessing information about showings.

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27. The system as set forth in Claim 23 wherein said database comprises an activity code assigned to each of said activities.

28. The system as set forth in Claim 27 wherein said processing functionality tracks and  
20 records said activities engaged in by said user.

29. The system as set forth in Claim 28 wherein said processing functionality is adapted to combine said activity codes of said activities engaged in by said user with said user demographic data

5 30. The system as set forth in Claim 29 wherein said database is adapted to cooperate with said processing functionality to store information about said activities engaged in by said user and said user demographic data.

10 31. The system as set forth in Claim 30 wherein auction activities are assigned a point value.

32. The system as set forth in Claim 31 wherein said point values associated with said activities are based on an effort ranking.

15 33. The system as set forth in Claim 32 further comprising a reporting communications functionality adapted to inform industry entities of said activities engaged in by said user, said point values of said activities and said user demographic data.

20 34. The system as set forth in Claim 33 wherein said auction can be controlled at least by adjusting the time period in which the auction occurs.

35. The system as set forth in Claim 34 wherein said auction can be controlled at least by adjusting the minimum/maximum bid for said premium.

36. The system as set forth in Claim 25 wherein said premiums are made available in recognition of promotional value on said platform.

5    37. An on-line method of measuring user response to content, comprising:  
      receiving user demographic data;  
      providing a platform to users so that said users can access said content;  
      providing activities related to said content to said users;  
      tracking said activities engaged in by said users; and  
10       combining said user demographic data with said activities engaged in by said user and  
      reporting to third parties.

38. The method as set forth in Claim 37, wherein the receiving user demographic data comprises allowing said users to input said user demographic data.

15       39. The method as set forth in Claim 37, wherein the providing activities related to said content to users comprises allowing users to select from a menu of activities related to said content.

20       40. The method as set forth in Claim 37, wherein each of said activities are assigned a point value.

41. The method as set forth in Claim 40, wherein said point value associated with each of said activities is based on a commitment level ranking.

42. The method as set forth in Claim 41, wherein the tracking said activities engaged in  
5 by said users comprises tracking the point value accumulated by said user engaged in by said users.

43. The method as set forth in Claim 41, further comprising providing an on-line auction to said users for premiums.

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44. The method as set forth in Claim 43, wherein proving an on-line auction to said users for premiums comprises receiving user bids of points from said users for said premiums.

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45. The method as set forth in Claim 44, further comprising awarding said premiums to said users.

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46. The method as set forth in Claim 44, further comprising assigning point values to user bids for premiums and tracking accumulated point values by said users during said on-line auctions.

47. The method as set forth in Claim 37, further comprising receiving payments from a client in exchange for providing said client's content on said platform.

48. A method of providing commercially relevant information about user response to content available on-line, comprising:

allowing users to access an affiliate site comprising said content and activities related to said content;

5 allowing said users to input user demographic data;

allowing users to request and receive said content from said affiliate site;

providing a platform adapted to interact with said affiliate site and for receiving, storing, and correlating said user demographic data and said users requests for content; and

reporting said user demographic data and said users requests for content to an

10 industry entity.

49. The method as set forth in Claim 48, further comprising allowing said users to engage in activities related to said content on said affiliate site.

15 50. The method as set forth in Claim 49, wherein each of said activities is assigned a point value reflecting a commitment level of said user.

51. The method as set forth in Claim 50, further comprising awarding points to said users for engaging in said activities.

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52. The method as set forth in Claim 51, further comprising storing said points accumulated by said users in said platform.

53. The method as set forth in Claim 52, further comprising providing an auction engine adapted to cooperate with said platform.
54. The method as set forth in Claim 53, wherein the providing an auction engine comprises allowing said users to bid said points in exchange for premiums.
55. The method as set forth in Claim 54, further comprising awarding said premiums to said user making the highest bid.
- 10 56. The method as set forth in Claim 48, further comprising awarding royalty payments to clients in exchange for providing said content to said affiliate sites.
- 15 57. A method of providing user access to on-line content, comprising:  
providing a platform comprising said content and activities related to said content;  
allowing users to input demographic data;  
allowing users to request said content;  
allowing users to engage in activities related to said content;  
awarding points to users for requesting content and/or engaging in activities related to said content, the amount of said points awarded based on a commitment level ranking of said activities;
- 20 providing an auction engine adapted to cooperate with said platform; and  
allowing users to bid points in an auction in exchange for premiums.

58. The method as set forth in Claim 57, further comprising setting a fixed amount of time for said users to bid points in said auction.
59. The method as set forth in Claim 57, further comprising awarding said premium to  
5 said user placing the highest bid for said premium.
60. The method as set forth in Claim 57, further comprising setting a minimum point bid amount for said premiums in said auction.
- 10 61. The method as set forth in Claim 57, further comprising providing a processing functionality for receiving and correlating user demographic data with said users request for content and said activities engaged in by said user.
- 15 62. The method as set forth in Claim 61, further comprising providing a reporting communications functionality adapted to cooperate with said processing functionality and for reporting correlated user demographic data with said users request for content and said activities engaged in by said user to industry entities.
- 20 63. The method as set forth in Claim 57, further comprising allowing said users to pay a subscription fee in exchange for increased interactive opportunities and increased point accumulation for engaging in said activities.